

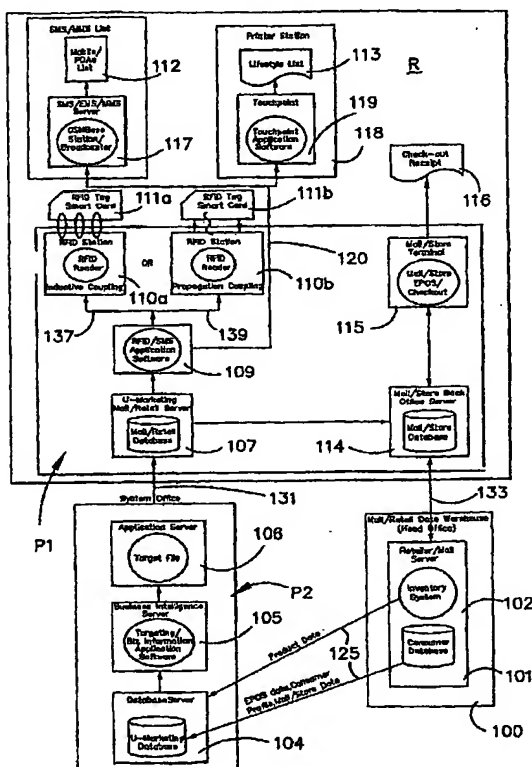


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- (54) Title: SPONTANEOUS DELIVERY MARKETING SYSTEM AND METHOD**



**(57) Abstract:** A spontaneous delivery marketing system and method is disclosed. Customised offers for consumers are generated by an application server (106) which extracts targeted offers for particular consumers from database (104) by application software contained in processor (P2) associated with the server (104) and server (106). Particular offers for particular consumers are transmitted to a first database (107). Consumers are identified without interaction by the consumers carrying a RFID tag (111) which is detected by an RFID reader (110) at a retail outlet. Any offers for the particular consumers detected are forwarded to the user's mobile telephone (112) as a SMS message so the user is alerted to the offers applicable to that consumer.



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